



# City of Peterborough

## Media Release

### FOR IMMEDIATE RELEASE

July 15, 2011  
Peterborough, ON --

### **CULTURE LIVES HERE: Cultural Mapping Project Survey Launched**

The City of Peterborough today launched a series of on-line surveys to help identify the people and organizations that make up our diverse cultural community. The information collected will update the City's 2007 Cultural Map.

With dozens of arts, culture and heritage organizations and institutions, hundreds of creative businesses and industries and thousands of individual artists and cultural workers, culture plays a vital role in the economic, social, and environmental health of the City. The cultural sector is a major economic asset with nearly 3% of the total workforce in Peterborough engaged in some part of the creative economy.

Said Mayor Daryl Bennett, "This work is an important step in the creation of a new Cultural Plan for the City of Peterborough. It will help build a foundation for the continued support of our creative community and the advancement of our creative economy."

The cultural mapping project is being completed as part of Peterborough's first Municipal Cultural Plan, a strategic exercise to help guide city planning and policy making in a way that recognizes our culture in all aspects of the City's operations. The information collected as part of the cultural map will be reviewed along with other City data to create a greater understanding of the needs of Peterborough's creative community.

The project relies on information gathered from both individuals and organizations in the cultural sector and the success of the project will depend on the response from the community. Any individual, business or organization that identifies as part of Peterborough's cultural community is encouraged to complete the surveys. Surveys have been created for businesses, organizations and individuals as well as events and facilities. People should feel free to fill out as many of the surveys as apply. The surveys will be made available from **July 15<sup>th</sup> until August 15<sup>th</sup>, 2011**. To fill one out, please visit the City of Peterborough website at [www.peterborough.ca](http://www.peterborough.ca), or visit the **Culture Lives Here: Peterborough** page on Facebook. Paper copies of the surveys will be available at City Hall reception, and Recreation reception.

This information is also available on our City of Peterborough website at [www.peterborough.ca](http://www.peterborough.ca)

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